

You've purchased an online job posting - now what? To write a job ad or posting that is the most effective with the least amount of effort, you'll want to write down a list of the key components and apply some basic marketing principles.

A well-written job posting will do several things for you: recruit for your company, increase your response rate and quality of applicants and maximize your return on investment. The first thing to think about is your audience and, second, how to get them to do what you want - apply to your job.

The purpose of a job posting is not to tell the world how great your company is or to demand a set of specific qualifications; it's to sell! You are selling your open position in a saturated and competitive market. Your job posting is an advertisement. Yes, an advertisement! You must sell the position by using your sales and marketing tools. In this case, you'll need to use two marketing principles: stressing the benefits and creating a call to action to the customer (in this case, the job seeker).

Stressing the Benefits - Job postings tend to focus on the employer and what you need, not what the job seeker will gain. This doesn't work in a tight labor market. You need to make your job-posting stand out from the crowd by making an impression on the job seeker.

- Job seekers, like employers, are interested in what is in it for them now and in the future, so tell them. Spell it out. Include information telling the job seeker of the benefits for the both of you - the challenges, opportunities to grow, advancement and non-monetary aspects.
- Stand out from the crowd. Think benefits! Move past the feature to the benefit. For example, instead of saying "uniforms provided" give the benefits - five full uniforms are provided with a rotating schedule with an in-house laundry facility and opportunity to replace a uniform twice a year. Tell them exactly what they get and at the same time tell them what they don't expect to get - company perks. Does your company provide specialized training? The week after Christmas off? A tropical trip as an incentive at the end of the year? These are great details that will make your job posting stick in any job seeker's mind.
- Now, take all of those benefits and features and wrap into a nice, neat package of a job posting. Include a picture of the lifestyle they will live in your community. Besides being descriptive and specific, you will need to make it attractive by illustrating the possibilities and advantages for taking the position and joining the company.

Call to Action - This is the part where you want to motivate them, create interest in your position so they want to learn more and act today.

- Part of motivating the job seeker is creating a sense of urgency. Tell them that this opportunity will not last long, so apply today. Or take it a step further by explaining you're growing fast, a new location is about to open or a new project will be beginning soon.



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- Choices. Everyone likes choices so give job seekers several different ways to submit their resume. Just like your ads in the paper offering your services, include a phone number, email address and fax number. Make it convenient for the job seeker.
- Don't make this a painful experience for job seekers - you need them now! Once they have submitted their resume to your position, act immediately. Don't sit on them for a week or longer. You are asking them to apply to your position. Be respectful and responsive!

Writing job postings with these things create a clearer picture to the job seeker. They can see how the position will affect their life and create new and exciting opportunities. By creating this picture, you've motivated the job seeker to act!